

GROW WISCONSIN *CREATIVELY*

What's happening *creatively* in other places?

Michigan

http://www.michigan.gov/gov/0,1607,7-168-29544_29546_29555---,00.html

“Destination: 21st Century Economy” and Cool Cities Initiative led by Gov. Jennifer Granholm

- TIDE “Cities and people throughout the Great Lakes State are working to revitalize their neighborhoods and communities by attracting the Talent, spurring the Innovation, fostering the Diversity and creating the Environment to meet the present and future needs of Michigan residents.”
- Historic state/local collaboration. Governor Granholm asked the mayors of more than 250 Michigan cities to convene local “cool cities” advisory groups to explore ways to “encourage people – especially young people – to be more interested in living, working and shopping in your city.” 30 of the mayors, selected by the Michigan State University Center for Urban Affairs, were asked to name one person from their local group to sit on a statewide “Cool City” advisory panel.
- “The goals of the initiative were two-fold: first to bring discussions about supporting and investing in cities to a statewide level; and second, to find out what state tools and resources local citizens think would be most effective in improving their communities.”
- 151 “Cool Cities” grant applications were received from 112 Michigan cities. “A multi-agency team reviewed each project, looking for those that demonstrated close partnerships with existing community organizations and the private sector and offered plans for creating large-scale neighborhood or community improvement.”
- 20 communities received catalyst grants of \$100,000 each for Cool Cities projects and programs.
- These communities also received access to “a resource toolbox” that includes information on more than 75 of the state’s community improvement grants, loan programs, and assistance programs.
- Cultural economic development advisors on loan to Governor, produced detailed cultural economic development planning workbook for communities.
- The grants were created by combining existing grant resources from the Departments of Labor and Economic Growth, History Arts and Libraries, the Michigan State Housing Development Authority, and the Michigan Economic Development Corporation.
- <http://www.michigancoolcities.com/> with survey for input from creative economy workers, developed in partnership with Governor Granholm's office, public agencies, and private partners.
- 1,400 attendees at Governor's 'Cool Cities' Conference, December 11, 2003.
- 14 state departments were involved.
- Michigan Cool Cities Initial Report, Office of the Governor
http://www.michigan.gov/documents/initial2_88765_7.pdf
- Michigan Cool Cities, The “Cool City” Pilot Program
http://www.michigan.gov/gov/0,1607,7-168-29544_29546_29555-89913--,00.html

New York

<http://assembly.state.ny.us/leg/?bn=A07018>

The Cultural Development Area Bill is close to reality. Legislation will help (description from bill language):

- Develop more self sustaining resources for the arts community by encouraging greater patronage and new revenue streams for arts and cultural organizations
- Foster arts and cultural partnerships with corporations, business and local government

- Position the arts sector as the catalyst and convener in community planning
- Position the arts sector as an economic engine in community development
- Sustain cultural development over the long term
- Strengthen and grow communities and neighborhoods; enrich community life
- Create new jobs for the arts industry
- Create an ecology that includes arts related business that builds the not for profit infrastructure, balancing commercial and not for profit development

Florida

www.creativetampabay.com

Tampa Bay's initiative to improve competitiveness in the global economy.

Louisiana

www.crt.state.la.us?crt/lrgov/LTGpress/20040322.htm

“Lieutenant Governor Mitch Landrieu’s Louisiana’s Creative Industries Initiative, part of the Roadmap For Change, a strategic framework developed to bring together government, business, arts leaders, community leaders...”

New England

<http://www.creativeeconomy.org/pubs/index.html>

The New England Council's *Blueprint for Investment in New England's Creative Economy* (June 2001) proposed a series of action initiatives that outline a groundbreaking regional investment strategy for the creative economy. These action initiatives, now being implemented across New England, are housed under the following four goal areas:

Creative Cluster:

This term refers to a group of organizations and professional entities. It includes nonprofit institutions, commercial businesses and individual artists (as sole proprietorships) that produce goods and services based in cultural enterprise, the fine or applied arts.

Initiatives: Art & Technology Initiative; Design Industry Initiative; Film Industry Initiative; Finance Initiative; Expanding Markets Initiative

Creative Workforce: Workforce Development Initiative

This group of individual workers may be employed within the creative cluster of industries, in an industry outside the creative cluster (such as a designer at an accounting firm), or they may be self-employed. The creative workforce is composed of individuals whose jobs require a high level of skill in the cultural, fine, or applied arts.

Initiatives: Workforce Development Initiative

Creative Communities:

These are geographic locations within New England where quality of life is directly connected to higher concentrations of creative workers and creative cluster industries. Creative communities understand and value their cultural assets. They support diversity and innovation. These communities are a powerful draw to tourists, but also contribute to the economic stability of New England.

Initiatives: Creative Exchange Initiative; Creative Community of the Year Initiative

Creative Economy Research: Creative Economy Research Program

This initiative has been funded by private partners (BAE Systems, Northeast Utilities. Ocean National Bank, Philip Morris Management Corporation. RMC Research, The Massachusetts Port

Authority, The Rasky/Baerlein Group, Verizon New Hampshire); non-profit arts organizations (Boston Symphony Orchestra); and the state arts councils of every New England state.

Iowa

http://www.culturalaffairs.org/about/imagine_iowa/

Imagine Iowa 2010: The state's plan to strengthen the cultural offerings and assets of Iowa to "improve economic development, strengthen cultural & tourist attractions, develop cultural & entertainment districts, and more, to make Iowa a better place to live, work and raise a family."

Also: The Creative Economy in Iowa, Research and Report Prepared for the Iowa Department of Cultural Affairs.

<http://www.seta.iastate.edu/industry/publications/Creative.pdf>

United Kingdom

www.creativelondon.org.uk

Creative London works to promote and grow the diversity, depth, quality and energy of the creative industries in London.

State of Queensland, Australia

http://www.sd.qld.gov.au/dsdweb/htdocs/global/content_2.cfm?id=14672

The Queensland Government recently brought together a group of creative industry practitioners and partners to lay the foundation for a framework that:

- Attracts, nurtures and promotes creative industries across Queensland;
- Delivers economic return through wealth and job creation;
- Fosters a climate of opportunity to showcase Queensland talent and creativity locally and internationally;
- Identifies opportunities for sustainable growth in export earnings; and
- Recognises the role of cultural values and actions in underpinning sustainable economic development.

The culmination of these is the first stage of Creativity is Big Business – A framework for the future. This report presents an overview of the creative industries in Queensland, and their importance to the State's regional and local growth. It outlines the particular needs of these industries and the economic opportunities as they move to become a main driver of our economic life. It acknowledges the way technology is expanding creative boundaries, helping to build new products and businesses in this dynamic sector.

This report also underscores the contribution that creativity, imagination and innovation will make to the future of Queensland.

New Zealand Trade and Enterprise Creative Industries

<http://www.nzte.govt.nz/section/11756.aspx>

"New Zealand Trade and Enterprise (NZTE) has a special focus on assisting the creative sector, as a lead agency in the Government's Growth for Innovation (GIF) Framework. This framework has identified creative, ICT and the biotechnology sectors as key potential contributors to the future economic growth and international competitiveness of New Zealand. As such NZTE has dedicated resources for strategic initiatives in this sector, and oversees the Government's Design and Screen Production Taskforces as well as the private sector Music Export Development Group."

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Read More About It

Grow Wisconsin

http://www.wisgov.state.wi.us/docs/Doyle_Economic_Package.pdf

Richard Florida, The Rise of the Creative Class and How It's Transforming Work, Leisure, Community and Everyday Life. Richard Florida Basic Books/A Member of the Perseus Books Group, New York, 2002.

www.creativeclass.org

New Preface to the paperback edition of The Rise of the Creative Class

http://www.creativeclass.org/acrobat/paperback_intro.pdf

Richard Florida, "Revenge of the Squelchers." May 2004

http://www.creativeclass.org/acrobat/squelchers_document050204.pdf

Information on Dr. Richard Florida

<http://www.heinz.cmu.edu/~florida/>

The Rise of the Creative Class

Washington Monthly

<http://www.washingtonmonthly.com/features/2001/0205.florida.html>

Creative Class War

Washington Monthly

<http://www.washingtonmonthly.com/features/2004/0401.florida.html>

America's best and brightest are leaving...and taking the creative economy with them

The Conference Board

http://www.conference-board.org/articles/atb_article.cfm?id=269

Reverse brain drain threatens U.S. economy

USA Today

http://www.usatoday.com/news/opinion/editorials/2004-02-23-economy-edit_x.htm

Where Are You on the Talent Map?

Fast Company

http://www.fastcompany.com/online/42/pp_florida.html

Editor's Corner: We're No. 1 again

Madison Magazine

http://www.madisonmagazine.com/index.php?xstate=view_story&story_id=113809&view=text

Rob Bignell column: Give tax breaks to bohemians

Manitowoc Herald Times Reporter

http://www.wisinfo.com/heraldtimes/news/archive/opinion_5121900.shtml

Americans for the Arts "Creative Industries" study

http://www.americansforthearts.org/services/research/ri_article.asp?id=1522

The Artistic Dividend: The Arts' Hidden Contributions to Regional Development, University of Minnesota

http://www.hhh.umn.edu/projects/prie/artistic_dividend.pdf

The Artistic Dividend Revisited

http://www.hhh.umn.edu/projects/prie/artistic_dividend_revisited.pdf

Articles/Publications

Peter Coy, "The Creative Economy: Which companies will thrive in the coming years? Those that value ideas above all else."

Business Week, August 28, 2000

http://www.businessweek.com/2000/00_35/b3696002.htm

John Howkins, "The Creative Economy"

October, 2001

<http://thomsonscientific.com/ipmatters/acctecon/8199580>

Bill Bulick, et al, "Cultural Development in Creative Communities

Americans for the Arts Monograph, November 2003

http://www.smartcityradio.com/creative_communities.pdf

Sarah Lawrence, "Economic Development: The Creative Alternative"

Institute for Emerging Issues

<http://www.ncsu.edu/iei/Creative%20Economy.htm>

Newtopia Magazine

a political culture journal that publishes fresh news and perspectives which analyze how our politics and policies are reflected in our arts, government, and humanities. Their exclusive series, "[Covering the Creative Economy](#)" offers in-depth coverage of creative economy initiatives around the world.

<http://www.newtopiamagazine.net>

Web Sites

Hot Jobs, Cool Communities

http://www.hotjobs-coolcommunities.com/cool_communities/index.cfm

http://www.worldbank.org/wbi/B-SPAN/sub_sen.htm

Amartya Sen, recipient of the 1998 Nobel Prize for Economics, on the role of culture in development.

www.smartgrowth.org

One of their principles – fostering distinctive, attractive communities with a strong sense of place. Among their issues – community quality of life, using creative economy principles.